



*rec'd mailed m
4-16-97*

S. R. MacLeod
Region Operations Manager
Buffalo #1600

April 17, 1997

TO: KAM's & AM's
RE: SALEM TEAR TAPE PRODUCT

COPY

Ladies & Gentlemen:

Your assistance is requested in completing the attached spreadsheet for use in your chains. Please refer to FSC-71A, dated 4/3/97.

Your responses are due on/before May 8, 1997 and should be forwarded to Eileen Brzezicki.

Salem Tear Tape product should only be utilized in C-Gas Outlets in division on grid. As information, the Nashua Division is not on grid for Salem.

Please note that when completing the attached it becomes your decision on how many 40 pkg. shipper/displays you will need for the quarter. My recommendation would be to position the program as a semi-permanent display and product will be forced out monthly to be placed in Salem 40 pkg. display. Also, when figuring 6M case quantities on a monthly basis, your number should represent total 6M cases inclusive of all four brand styles. We will simply divide by 4 to get cases by brand style.

Should you have any chains that are serviced outside of our Region and you want to execute this program, please include on the attachment.

Once the Region has a roll-up of participating chains, allocation by Direct Account will be forwarded.

In advance, thank you for your assistance in this matter.

Sincerely,

Stephen

S.R. MacLeod
ROM/#1610
:etb

cc: W.J. Roth
F.V. Natale

srm33-97.doc

51852 6657

SALEM Tear Tape Product Program - Initial Allocations

Product Brand Styles: SFF, SLT, SFF100's, SLT100's

The above should be returned to Eileen Brzezicki on/before May 8, 1997.

64597 25815

SALEM Tear Tab Product Program - Initial Allocation

Product Brand Styles: SFF, SLT, SFF100's, SLT100's

Cheryl Alessandra
I do not want any allocations

The above should be returned to Eileen Brzezicki on/before May 8, 1997.

51852 6658

R. Duszynski

SALEM Tear Tape Product Program - Initial Allocations

Product Brand Styles: SFF, SLT, SFF100's, SLT100's

The above should be returned to Eileen Brzezicki on/before May 8, 1997.

6659 1852